

ABSTRACT OF THE DISCLOSURE

A server based broadcast system has a receiver capable of automatically storing broadcasted contents and allowing a user to enjoy playback of an intended service element involved in the stored contents. Information necessary to operate this server based broadcast system, such as service component information and renewal schedule, is transmitted as a meta-content equivalent to a content composing the substance of this server based broadcast service. Content information, including private information inherent to each content as well as common information applicable to a plurality of contents, is added to each content to be broadcasted and carried on a carousel for data broadcasting. A receiver makes a content group with reference to the common information.